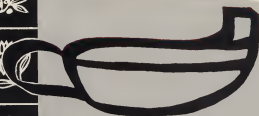




# ATF Typographic Accessories



## Specimen Catalog and Price List

*Ornaments  
Handypacks  
Initials  
Monograms  
Auxiliary Fonts  
etc.*

JUNE 1957

# ATF

## Ornaments and Typographic Accessories

do away with expensive art work, eliminate the necessity of having electros made . . . and what's more, most designs shown were created by some of the world's finest graphic artists. By using ATF cuts, their services are at your disposal . . . at extremely low cost!

**ATF Typographic Accessories** are precision cast of foundry metal and possess all the printing and wearing qualities of ATF type. They're easy to print from, too!

**All accessories shown** in this catalog are sold in convenient sized fonts or Handypack assortments at reasonable prices.

All prices listed are for complete fonts. Fonts contain the entire assortment illustrated and the small figure frequently shown under a cut indicates how many of that particular design are contained in the font.

**We regret that we are unable to sell single cuts, initials, ornaments or other designs illustrated.** However, any character or design in this catalog may be purchased as sorts, in a minimum quantity of one 6" line per character. Prices for sorts are shown in our Descriptive Index of type faces.

**For best service, send your orders for type and accessories to the ATF type dealer in your area.**

**All prices are subject to change without notice.**

### INDEX

Accents	14
Adstyle Figures	12
Algebraic Signs	13
Alpha Box	8
Antique Cuts	1
Arithmetical Signs	13
Armed Forces Typecuts	7
Arrow Indicators	7
Astronomical Signs	13
Badian Book Dashes	12
Braces and Dashes	13
Bradley Combination Ornaments	23
Broadway Monograms	11
Calendars	6
Cameo Typecuts	13
Cent Marks	13
Centerface Typecast Dots	14
Century Oldstyle Fractions	14
Cheltenham Perpetual Calendars	11
Christmas Ornaments	2, 3, 4, 5, 17
Circles	10
Cloister Initials	21
Combination Arrows	14
Conventional Symbols	12, 13
Dashes	23
Diamond Combination	11, 13
Monograms	23, 24
Dots and Bullets	11, 13
Dutch Initials	21
Elle Monograms	22
F.D.I.C. Imprints	7
Fifth Avenue Monograms and Frames	23
Flags, U. S.	9
Fractions	14, 19
Franklin Gothic Cent Marks	13
Hollywood Combination	22
Initials	21, 22
Leaders	12
Letterpress Imprints	11
Lithograph Imprints	11
Metal Braces	14
Miniature Perpetual Calendar	11
Logotypes	14
Miscellaneous Signs	23, 24
Monograms	23, 24
Mortised Typecast Circles	10
Newport Monograms	24
Onbree Ornaments	10
Ornate Flourishes	12
Piece Accents	14
Piece Fractions	14
Position Indicators	12
Quillpoint Flourishes	12
Reference Marks	14
Shaded Stars	11
Side Stars	14
Signs of the Zodiac	1, 13
Stars	11, 13, 17
Stationers Initials	21
Trayer Ornaments	2, 3, 4
Trayer Zodiacs	1
Typecast Antiques	1
Typecast Calorifics	11
United States Flag Typecuts	9
Vikatype Combination	24
Monograms	24
Vikatype Frames	24
Vikatype Tint Blocks	24

### HANDYPACKS

Advertising Brackets	18
Angular Quads	19
Asterisks	20
Ballot Signs	18
Brackets	18
Bradley Decorators	17
Business Reply Logotypes	15, 19, 20
Chapbook Pointers	18
Christmas Ornaments	17
Civilite Ornaments	18
Corner Quads	19
Corners	18
Decorative Wreaths	20
Democratic Emblems	18
Fists	16, 18
Fractions	19
Fraternal Emblems	20
Geneva Crosses	15
Industrial Typecuts	17
Lightning Flashies	18
Masonic Emblems	20
Medical Signs	16
Madame's Stars	17
Orphic Spots	20
Parentheses	16
Percent Marks	15, 16
Republican Emblems	18
Sea Gulls	18
Slacum Seals	16
Stars	15, 17
Tapered Corners	18
Telephones	15
Transportation Typecuts	16, 17
Wreaths	20

## Troyer Zodions *Complete fonts shown*

36 pt. . . . \$3.75



48 pt. . . . \$4.45



## Typecast Antiques *Figure under each unit shows how many of each a font contains*

36 pt. . . . \$3.75



42 pt. . . . \$2.50



48 pt. . . . \$4.45



60 pt. . . . \$3.10



# Troy Ornaments

Figure under each unit shows how many of each a font contains



# Troyer Ornaments (continued) Figure under each unit shows how many of each a font contains



Mr. and Mrs. Thomas A. Crown  
are happy to announce the birth of  
Mary Elizabeth  
at 9 o'clock a.m. on February 10, 1955



MERRY CHRISTMAS

## Troyer Christmas Ornaments

2401  
24 pt. . . . \$4.05



3606  
36 pt. . . . \$3.75



3607  
36 pt. . . . \$3.75



4810  
48 pt. . . . \$2.65



4811  
48 pt. . . . \$2.65



4812  
48 pt. . . . \$2.65



4813  
48 pt. . . . \$2.65



**Christmas Ornaments** (See also Handypocks Nos. 60, 61, 63 and Trayer Ornaments)

Figure under each unit shows how many of each a font contains



## Cameo Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. . . . \$2.00



36 pt. . . . \$2.50



48 pt. . . . \$1.75



60 pt. . . . \$2.05

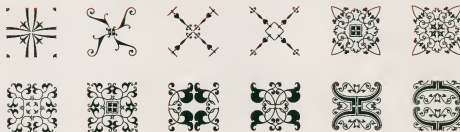


72 pt. . . . \$2.20



## Bradley Combination Ornaments *Figure under each unit shows how many of each a font contains*

24 pt. . . . \$4.40





## Armed Forces Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. A . . . \$2.00



36 pt. B . . . \$2.50

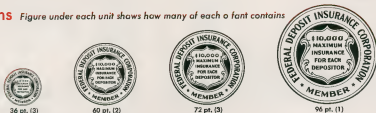


36 pt. C . . . \$2.50



## F. D. I. C. Emblems *Figure under each unit shows how many of each a font contains*

Assortment \$4.15



## Arrow Indicators *Figure under each unit shows how many of each a font contains*

12 pt. . . . \$1.45

18 pt. . . . \$1.75

24 pt. . . . \$2.00

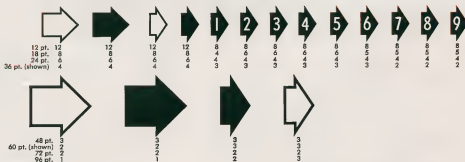
36 pt. . . . \$2.50

48 pt. . . . \$1.75

60 pt. . . . \$2.05

72 pt. . . . \$2.20

96 pt. . . . \$2.70



## Combination Arrows *Complete font shown*

12 pt. . . . \$2.40



# ALPHA-BLOX

(Linear and reverse)



*What are Alpha-Blox?*



Alpha-Blox are types on whose printing surfaces appear a variety of straight sections, curves, L's and T's.

Set in building-block fashion, they form the letters of the alphabet, figures, borders, ornaments, etc. For instance

two each of these three precision cast units  can be made up quickly into the letter 

Substituting a few elements  affords a new range of designs.

The two styles made, linear  and reverse , are cut to register.

They may also be used this way  or in two colors . Available in 12, 24 and 36 pt.

12 PT. USED IN ABOVE EXAMPLE

CHARACTERS IN COMPLETE FONTS (24 PT. SHOWN):

<i>Linear</i>									
QUANTITY IN FONT	12 pt. 90 24 pt. 44 36 pt. 32	22 14 10	50 30 24	40 24 16	20 12 8	100 56 40	10 6 4	16 12 10	14 10 8
									
10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4

<i>Reverse</i>									
QUANTITY IN FONT	12 pt. 100 24 pt. 44 36 pt. 32	20 14 8	46 30 24	36 24 16	18 12 8	120 56 40	10 6 4	18 12 8	16 10 8
									
10 6 4	12 8 8	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	10 6 4	60 42 36	20 8 8

**R**UTHERFORD  
**R**IGGS

Prices per font: LINEAR: 12 pt. . . . \$ 7.85  
24 pt. . . . \$13.20  
36 pt. . . . \$17.60

REVERSE: 12 pt. . . . \$ 9.70  
24 pt. . . . \$15.85  
36 pt. . . . \$22.00

**STAR**

# United States Flag Typecuts

Figure under each unit shows how many of each a font contains

Attention is called to the fact that the laws of the United States and many individual states restrict or prohibit the use of the United States flag in advertising and business printing. All typecuts or type representations of the flag that are made, sold or offered for sale by American Type Founders are made and sold on the condition that they are not to be used in any manner that is prohibited by these laws.



12 pt. No. 1201 . . . \$2.40



18 pt. No. 1801 . . . \$2.35



24 pt. No. 2401 . . . \$2.70



36 pt. No. 3601 . . . \$3.40



72 pt. No. 7201 . . . \$2.20



48 pt. No. 4801 . . . \$1.75



120 pt. No. 12001 . . . \$3.25



60 pt. No. 6001 . . . \$2.05



96 pt. No. 9601 . . . \$2.60



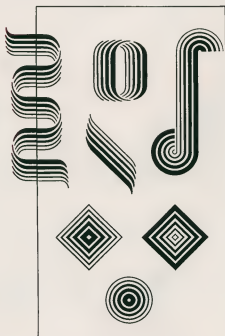


## Ombree Ornaments

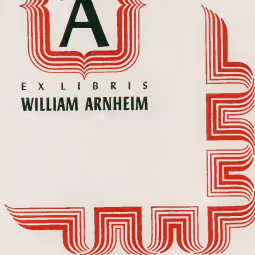
Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



Complete font \$5.60 • Figure under each unit shows how many of each o font contains



EX LIBRIS  
WILLIAM ARNHEIM



## Mortised Typecast Circles

Figure at left and right of size shows how many of each a font contains

48 pt. . . . \$4.00  
60 pt. . . . \$4.65  
72 pt. . . . \$4.95  
84 pt. . . . \$5.65  
96 pt. . . . \$6.10  
108 pt. . . . \$8.10  
120 pt. . . . \$9.30



4 — 48 pt. . . . 5  
3 — 60 pt. . . . 4  
3 — 72 pt. . . . 3  
2 — 84 pt. . . . 3  
2 — 96 pt. . . . 2  
2 — 108 pt. . . . 2  
1 — 120 pt. . . . 2  
84 pt. shown



# Cheltenham Perpetual Calendars

6 pt. No. 601 \$1.30  
6 pt. No. 602 \$1.30  
8 pt. No. 801 \$1.40  
8 pt. No. 802 \$1.75  
10 pt. No. 1001 \$1.75  
10 pt. No. 1002 \$1.75  
12 pt. No. 1201 \$1.90  
12 pt. No. 1202 \$2.40  
18 pt. No. 1801 \$1.75  
18 pt. No. 1802 \$2.35

18 pt. No. 1802

1955

JUNE

1955

SUN MON TUE WED THU FRI SAT

12 pt. No. 1202

1956

JULY

1956

SUN MON TUE WED THU FRI SAT

1957

AUGUST

1957

SUN MON TUE WED THU FRI SAT

1958

SEPT

1958

SUN MON TUE WED THU FRI SAT

1959

OCT

1959

SUN MON TUE WED THU FRI SAT

10 pt. No. 1002

6 pt. No. 602

8 pt. No. 802

18 pt. No. 1801

1960 JANUARY 1960

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

12 pt. No. 1201

1961 FEBRUARY 1961

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

1962 MARCH 1962

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1963 APRIL 1963

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1964 MAY 1964

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

10 pt. No. 1001

1965 JUNE 1965

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1966 JULY 1966

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1967 AUGUST 1967

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1968 SEPTEMBER 1968

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1969 OCTOBER 1969

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1970 NOVEMBER 1970

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1971 DECEMBER 1971

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

8 pt. No. 801

1972 JANUARY 1972

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1973 FEBRUARY 1973

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

1974 MARCH 1974

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1975 APRIL 1975

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1976 MAY 1976

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1977 JUNE 1977

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1978 JULY 1978

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1979 AUGUST 1979

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1980 SEPTEMBER 1980

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1981 OCTOBER 1981

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1982 NOVEMBER 1982

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1983 DECEMBER 1983

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

6 pt. No. 601

1984 JANUARY 1984

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1985 FEBRUARY 1985

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

1986 MARCH 1986

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1987 APRIL 1987

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1988 MAY 1988

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1989 JUNE 1989

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1990 JULY 1990

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1991 AUGUST 1991

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1992 SEPTEMBER 1992

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1993 OCTOBER 1993

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1994 NOVEMBER 1994

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

1995 DECEMBER 1995

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Available in two styles, five sizes each, as shown. Font numbers ending in 1 are Cheltenham Bold Condensed figures, those ending in 2 are Cheltenham Bold. Fonts contain date logotypes, days of the week logotypes and blanks, 6, 8, 10 and 12 pts. include sufficient type to set two months, 18 pt. fonts will set one month. Matching type to set names of months etc., may be purchased in separate fonts of Cheltenham Bold or Bold Condensed.

## Miniature Perpetual Calendar Logotypes • Complete font \$10.35

## TEXAS TRUST COMPANY

18 pt. No. 1801																										
1960							1960																			
SUN MON TUE WED THU FRI SAT							SUN MON TUE WED THU FRI SAT																			
1961	FEBRUARY	1961																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								
1962	MARCH	1962																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								
1963	APRIL	1963																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30																									
1964	MAY	1964																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								
1965	JUNE	1965																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30																									
1966	JULY	1966																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								
1967	AUG.	1967																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								
1968	SEP.	1968																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30																									
1969	OCT.	1969																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								
1970	NOV.	1970																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30																									
1971	DEC.	1971																								
Su	Mo	Tu	We	Th	Fr	Sa																				
1	2	3	4	5	6	7																				
8	9	10	11	12	13	14																				
15	16	17	18	19	20	21																				
22	23	24	25	26	27	28																				
29	30	31																								

### HOW THESE LABOR-SAVING LOGOTYPES ARE USED

A font of ATF Miniature Perpetual Calendar Logotypes contains logotypes in which each month, the year and one-letter abbreviations of the days of the week are cast in a single

## Adstyle Figures Small figure shows how many a font contains

12 pt. . . . \$2.40	1 2 3 4 5 6 7 8 9 0	1 2 3 4 5 6 7 8 9 0
	8 7 7 7 7 7 7 7 7 8	8 7 7 7 7 7 7 7 7 8
18 pt. . . . \$2.95	1 2 3 4 5 6 7 8 9 0	1 2 3 4 5 6 7 8 9 0
	5 5 5 5 5 5 5 5 5 5	5 5 5 5 5 5 5 5 5 5

## Quillscript Flowers Small figure shows how many a font contains

24 pt. No. 2401 . . . \$2.00	   	24 pt. No. 2402 . . . \$2.00	   
	18 18 18 18		12 12 12 12
24 pt. No. 2403 . . . \$2.00	   	24 pt. No. 2404 . . . \$2.00	   
	12 12 12 12		9 9 12 12

## Penline Flourishes Small figure shows how many a font contains

36 pt. . . . \$2.50	          
	4 4 4 4 4 4 4 4 8 4 4
72 pt. . . . \$2.20	          
	2 2 1 1 2 2 3 3 2 2 2 2

## Bodonian Book Dashes Complete font shown

6 pt. . . . \$2.10



## Position Indicators Complete font shown

12 pt. . . . \$1.90



## Leaders

6 pt. 40—6" lines
\$18.75
8 pt. 30—6" lines
\$14.75
10 pt. 24—6" lines
\$12.75
12 pt. 20—6" lines
\$11.50

### Series 542 — Two Dots to the Em

.....
6 point
.....
8 point
.....
10 point
.....
12 point

### Series 545 — Hyphen Face

.....
6 point
.....
8 point
.....
10 point
.....
12 point

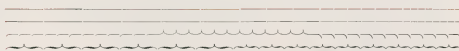
## Centerface Typecast Dots Complete 12 pt. font shown (Same size face on all body sizes)

12 pt. . . . \$2.40  
10 pt. . . . \$2.20  
8 pt. . . . \$2.20  
6 pt. . . . \$2.10



## Braces and Dashes Complete 12 pt. font shown

12 pt. . . . \$2.40  
10 pt. . . . \$2.20  
8 pt. . . . \$2.20  
6 pt. . . . \$2.10



## Algebraic Signs Complete 10 pt. font shown

10 pt. . . . \$2.20  
12 pt. . . . \$2.40



## Arithmetical Signs Complete 10 pt. font shown

10 pt. . . . \$2.20  
12 pt. . . . \$2.40



## Astronomical Signs Complete fonts shown

12 pt. No. 1203  
\$2.40



24 pt. . . . \$2.00



## Franklin Gothic Cent Marks

¢ 14 pt. . . \$ .95  
¢ 18 pt. . . \$1.00  
¢ 24 pt. . . \$1.10

¢ 30 pt. . . \$1.30  
¢ 36 pt. . . \$1.45

¢ 48 pt. . . \$1.75

¢ 60 pt. . . \$2.05

¢ 72 pt. . . \$2.20

## Conventional Symbols Complete 12 pt. font shown

[illegible]

## Miscellaneous Signs Complete font shown

6 pt. . . . \$2.10



**Century Oldstyle Fractions** Complete 12 pt. font shown

[illegible]

## Piece Fractions

12 pt. . . .	\$2.40	1111111122222233333333444444555555556666666677777777888888889999999900000000
10 pt. . . .	\$2.20	1122222233333333444444555555556666666677777777888888889999999900000000111111
8 pt. . . .	\$2.20	22223333333344444455555555666666667777777788888888999999990000000011111112222222333
6 pt. . . .	\$2.10	3333334444445555555566666666777777778888888899999999000000000000

## Piece Accents

6 pt. . . . \$2.10 (2 pt. set) 6 pt. body, 2 pt. set 12 pt. . . . \$2.40 (4 pt. set) 12 pt. body, 4 pt. set

6 pt. bold \$2.10 6 pt. bold 12 pt. bold \$2.40 12 pt. bold

**Reference Marks** Complete 10 pt. font shown

[illegible]

### Side Sorts

12 pt.	\$2.40
10 pt.	\$2.20
8 pt.	\$2.20
6 pt.	\$2.10

**Metal Braces** Complete font shown

6 pt. . . . \$2.10





# ATF Handypacks

**\$3.75 EACH**

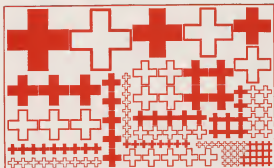
Choose from 46 useful assortments in covered boxes. These foundry cast type-cuts possess exceptional wearing qualities and sell at extremely low prices. No art work, no plates—they're as easy to use as a piece of ATF type.



1 Telephones



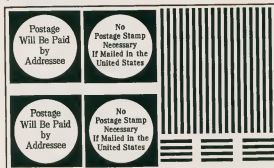
39 Stars



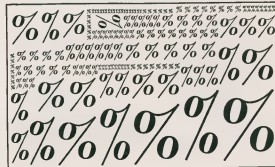
6 Geneva Crosses



40 Cheltenham Bald Percent Marks, em and en set



7 Business Reply Logotypes



41 New Caslon Percent Marks, wide and narrow



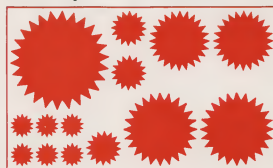
42 Gothic Percent Marks, wide and narrow



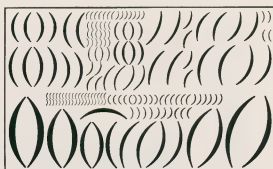
43 Fists



44 Medical Signs



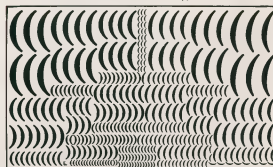
45 Slacum Seals



46 Parentheses for light thick-and-thin types



47 Parentheses for bold thick-and-thin types



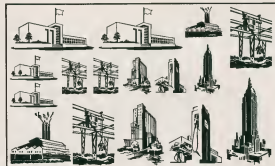
48 Parentheses for light types of medium contrast



52 Transportation Typecuts



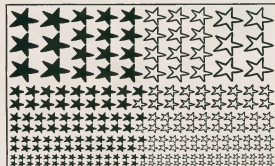
53 Transportation Typecuts



54 Industrial Typecuts



55 Industrial Typecuts



59 Modernistic Stars



60 Christmas Bells, one-and two-color



61 Poinsettias, two-color



63 Holly Border, two-color



69 Bradley Decorators



70 Chapbook Pointers



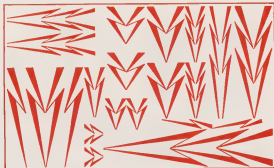
72 Seagulls



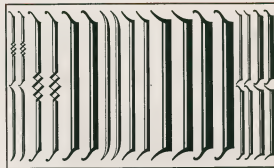
73 Civilete Ornaments



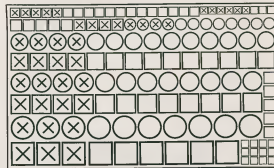
74 Tapered Corners



75 Lightning Flashes



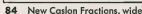
76 Advertising Brackets



79 Ballot Signs



80 Republican and Democratic Party Emblems





107 Orphic Spots



112 Masonic Emblems



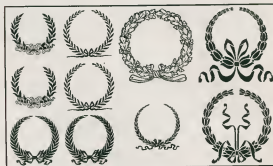
113 Masonic Emblems



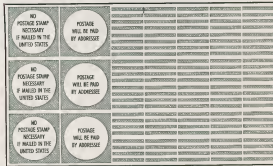
114 Fraternal Emblems



115 Fraternal Emblems



116 Decorative Wreaths



119 Business Reply Logotypes, 48 Point, Shaded



120 Modern Asterisks



## Cloister Initials



72 point



60 point



48 point



36 point



Sold only in fonts containing one of each letter. 48, 60 and 72 pt. made in one color only.  
Fonts contain tint blocks for background color.

Prices per font: 36 pt. one color \$4.70  
36 pt. tint letter \$4.70

48 pt. one color \$ 6.70  
60 pt. one color \$13.00  
72 pt. one color \$19.85

## Stationers Initials



Prices per font:

24 pt. one color or tint \$3.25  
36 pt. one color or tint \$4.70  
48 pt. one color or tint \$6.70

24 point



48 point



36 point



Sold only in fonts containing one of each letter

## Dutch Initials



42 point



60 point



120 point



84 point



48 point

Sold in fonts containing one each of above 25 characters.

Prices per font: 42 pt. \$6.25 60 pt. \$10.40  
48 pt. \$6.70 84 pt. \$19.00  
120 pt. \$32.90

## Hollywood Combination Initials

Outline Characters



Tint Characters



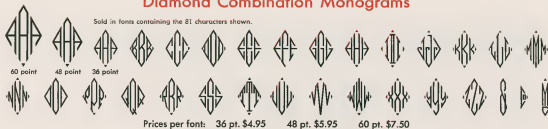
Fonts contain three characters of every letter in the alphabet and on Mc and Mac. The same character is cast in three different positions on the type body. With the exception of M, W, Mc, and Mac (cast 12 point set), all characters are cast 8 point set and require no justification. The M, W, Mc and Mac, when used with 8 point set characters, require slight justification in order to give the desired slope. Sold in complete fonts of outline or tint characters as described.

Prices per font: Outline \$11.10  
Tint . . . \$11.10





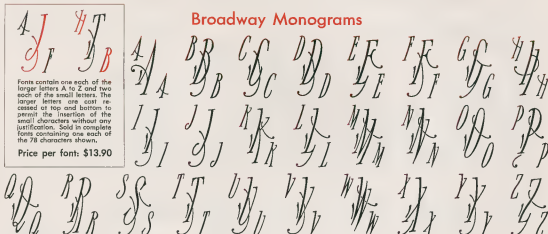
## Diamond Combination Monograms



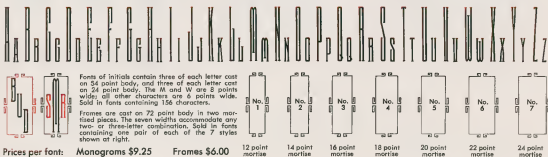
## Elite Monograms



## Broadway Monograms



## Fifth Avenue Monograms and Frames



## Newport Monograms

Sold in fonts containing three each of the one-color or tint characters shown.

Cost on 36 point body, 12 point set, except the 1 (9 point) and M and W (18 point). All cost to register for two color printings.



Outline Characters



Tint Characters



**RBH EST EGN**

Price per font: 36 pt. outline or tint \$4.95

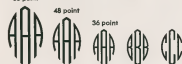
## Virkotype Combination Monograms



Outline Characters



60 point



Tint Characters



Sold in fonts containing the entire 81 outline or tint characters shown.



Prices per font:  
36 pt. outline or tint \$4.95  
48 pt. outline or tint \$5.95  
60 pt. outline or tint \$7.50

## Virkotype Frames



STYLES



Prices per font of Frames:

36 pt. \$8.85; 48 pt. \$9.25; 60 pt. \$9.50

60 point Frames are made to be used with either series of 60 point Virkotype Combination Monograms; 48 point with 48 point Monograms; 36 point with 36 point Monograms. All three series of Frames are cost on 72 point body and are marked to accommodate any three-letter combination. Sold in sets of eight styles as shown.



USES



## Virkotype Tint Blocks



STYLES AND USES



60 point Tint Blocks are made to be used with 60 point Virkotype Combination Monograms; 48 point Tint Blocks with 48 point Monograms; 36 point Tint Blocks with 36 point Monograms. All three sizes of Tint Blocks are available in the four styles shown for two, three, four, or five-letter monograms.

Prices per font of Tint Blocks:

36 pt. \$2.25; 48 pt. \$2.80; 60 pt. \$3.65

# ATF Adcuts and Logotypes

**Print Better—Last Longer—Cost Less—THAN ELECTROS**

Company or personal signatures, trade-marks, emblems, symbols, designs can be cast in type in hard, long-wearing, foundry type metal. These are ADCUTS. Combinations of letters, points or figures can be set up in any ATF type and cast on single-piece bodies. These are LOGOTYPES. They may be firm names and addresses, heads on office or factory forms, imprints, envelope corner cards. They prevent errors on repeated use, reduce costs of composition and assure uniformity.

ADCUTS and LOGOTYPES can be cast in any desired number, and additional castings made any

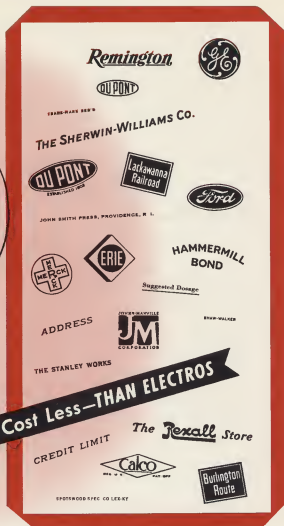
time from the same matrices, at *less than the cost of electrotypes*. They print sharp and clean. The finest of lines are free from undercutting; counters are deep. They need no shoulder for tacking; can be trimmed flush with the design to exact point sizes that line up with type. They are the only practical means of dropping snugly into the body text company or product names in their characteristic styles.

Send your ATF type dealer a sketch and your specifications for a particular job and let him submit quotation and complete information.

American Type Founders



200 ELMORA AVENUE, ELIZABETH, NEW JERSEY





## American Type Founders

200 Elmora Avenue, Elizabeth, New Jersey

*Distributed by*

# GLOBE PRINTERS SUPPLY

409 WASHINGTON STREET

NEWARK, N. J.

Mitchell 3-1640-1-2